



# **Cultural Policy**

**For The Corporation of the  
City of Sault Ste. Marie**

**Sault Ste. Marie  
Cultural Vitality Committee  
March 2021**

## Table of Contents

Preamble .....	2
1. General Considerations.....	2
1.1 Statement Of Purpose.....	2
1.2 Definition Of Culture .....	2
2. Statement Of Policy.....	2
2.1 Policy Objectives .....	2
3. Policy Implementation.....	2
3.1 To Encourage And Promote The Development Of Cultural Expression In Sault Ste. Marie At All Levels	2
3.2 To Encourage The Appreciation And Enjoyment Of Culture .....	2
3.3 To Provide Appropriate Conditions In Which Culture Can Thrive And Prosper.....	2
3.4 To Acknowledge The Importance Of The Cultural Industry In The Development Of Civic Pride And A Municipal Sense Of Identity And Its Economic Impact On The City .....	2
3.5 To Provide Arms-Length Funding Of Culture.....	2
3.6 To Encourage The Development Of Historic Buildings As Alternate Cultural Facilities.....	2
4. Cultural Vitality Committee .....	2
4.1 Purpose.....	2
4.2 Membership .....	2
4.3 Officers .....	2
4.4 Cultural Policy .....	2
4.5 Cultural Grants .....	2
4.6 Cultural Plan .....	2
4.7 Excellence .....	2
4.8 Grant And Award Applications Regarding Arts & Culture Assistance Program, The Provincial/National/International Cultural Competition Policy The City Of Sault Ste. Marie Cultural Endowment Trust Fund, And The Community Recognition Award .....	2
4.9 Community Consultation .....	2
4.10 Community Links .....	2
5. City Of Sault Ste. Marie Cultural Endowment Trust Fund.....	2
5.1 Purpose.....	2
5.2 Decisions .....	2
5.3 Developers .....	2
5.4 Municipal Staff .....	2
5.5 Awareness .....	2
5.6 Reporting.....	2





## **Cultural Policy For The Corporation Of The City Of Sault Ste. Marie**

### **Preamble**

In the summer of 1986, as part of the major Waterfront Study commissioned by Council, a Committee comprised of staff representatives of the Community Services Department, the Planning Board and members of the public involved in cultural matters was formed to investigate and recommend what facility(s) might be appropriate to make provision for within the overall master plan. This action was consistent with a number of previous conceptual schemes for development or redevelopment of the downtown area (ranging back to the Faludi Study of 1961) which had proposed the inclusion of various community-use facilities. Later that year, at the suggestion of the (then) Ministry of Citizenship and Culture and with their financial participation - the scope of study was expanded to provide a more comprehensive cultural strategy and the Klein/McInnes group was engaged to do the work. Following tabling of the study in March 1988, Council established a study committee to review aspects of the document and make recommendations for its implementation. The Committee met regularly during 1989 and submitted their report to Council August, 1989.

One of their proposals was that a Cultural Advisory Board be formed: "To advise, assist and make recommendations to Council on Cultural matters with specific reference to cultural grant applications and the development of a Municipal Cultural Policy." A Cultural Policy for the Corporation of the City of Sault Ste. Marie was first adopted by City Council in 1991.

The recommendations which resulted from a cultural forum held Tuesday, September 19, 1995 were incorporated within the revised Cultural Policy for the Corporation of the City of Sault Ste. Marie, April 30, 1996. Recommendations arising from a review of policy implementation conducted in a municipal forum on Tuesday, February 12, 2002 have been incorporated within this second revision, Spring, 2002. Recommendations arising from a cultural forum held in the fall of 2007 were incorporated in a third revision dated January 25, 2010. The fourth revision came out of recommendations provided at a cultural forum held on March 30, 2011. This fifth revision has incorporated the recommendations provided at the June 25, 2015 Cultural Forum.

The following recommendations have been met since the passing of the Cultural Policy. The recommendation that City Council create the City of Sault Ste. Marie Cultural Endowment Trust Fund was approved by City Council in the 2008 budget. City Council provided \$10,000 as seed funds to establish the Cultural Endowment Trust Fund. The proposed *City of Sault Ste. Marie Cultural Endowment Trust Fund* is a fund to collect and distribute monies for purchase and necessary installation, or the commissioning of 'works of art' or other cultural activities for the enhancement of such capital projects as is outlined in the Cultural Policy for the Corporation of the City of Sault Ste. Marie. The Cultural Advisory Board was assigned the responsibility of maintaining and administering the trust fund.

In 2017 the City of Sault Ste. Marie released 'A Common Cause and New Direction for Sault Ste. Marie'. The 20-year plan focuses on 4 pillars: Economic Growth and Diversity, Social Equity, Cultural Vitality, Environmental Sustainability and provided a series of recommendations including the development of a Cultural Plan. This plan was to foster investment and economic development in Arts, Culture & Heritage with the goals to strengthen partnerships to promote cultural vitality in the community and to strengthen connectivity amongst those in the creative sector, promoting future sector sustainability and growth.

As part of the resulting Future SSM Project, The SSM Community Culture Plan 2019-2024 (CCP) was developed, completed and approved by City Council in September of 2019 and implementation of the 6 Goals and 36 Actions, created as a result, was commenced thereafter. The City's Cultural Advisory Board (CAB) was consolidated with the Arts & Culture Action Team (ACAT) from the Future SSM Project forming the new Cultural Vitality Committee (CVC) which is assigned the responsibility of maintaining and administering the new Arts & Culture Assistance Program (ACAP) funding structure developed as a result of formerly mentioned Goals/Actions of the CCP. In 2020 the ACAP funding was increased from \$53,900 to \$104,500.

## **1. General Considerations**

## 1.1 Statement Of Purpose

The City recognizes the diversity of cultural groups in the community, the uniqueness of their mandates and the various expressions of such as contributing to residents' increased sense of belonging, quality of life and overall health and well-being.

The City promotes a culture of inclusion, recognizing the inherent rights of Indigenous peoples, the benefits of promoting innovation through multicultural, accessible and intergenerational engagement and participation in all aspects of civic life.

The Corporation aims to enhance the role of heritage buildings and community facilities as hubs for cultural program delivery and opportunity for engaging diverse demographics through an inclusive, fair and balanced approach to cultural service delivery. The City acknowledges the importance of the cultural industry's contribution to socioeconomic resilience through generating employment, creating a distinctive community identity and an attractive place to live.

## 1.2 Definition Of Culture

Culture in Sault Ste. Marie is the individual and collective creative and artistic expression in all its forms, as referenced in this municipal cultural policy, influenced and inspired by its diverse peoples, its industrial and social history, Indigenous heritage and natural beauty.

Culture is a complex word; however, two interrelated definitions stand out:

- i) The social production and transmission of identities, means, knowledge, beliefs, values, aspiration, memories, purposes, attitudes and understanding;
- ii) The 'way of life' of a particular set of humans: customs, faiths and conventions; codes and manners, dress, cuisine, language, arts, science, technology, religion and rituals; norms and regulations of behaviors; traditions and institutions.<sup>1</sup>

For purposes of this document, culture refers to what is typically considered to be '*the arts*'. Examples include but are not limited to:

---

<sup>1</sup> Hawkes, Jon. (2001) The Fourth Pillar of Sustainability: Culture's essential role in public planning (page 3)

- Performing Arts** - Theatre, dance, opera, music, puppetry.
- Visual Arts** - Fine art and craft including painting, sculpture, printmaking, pottery, fibre and fabric art, woodworking
- Literary Arts** - Prose, poetry, storytelling, novels.
- Heritage Arts** - heritage conservation, identification, protection and interpretation of:  
i) intangible heritage ( dance, music, song, story, etc.)  
ii) immovable heritage (buildings, cultural heritage landscapes, natural heritage, archaeological and traditional use sites)  
iii) movable property (personal property art, artifacts, documents, natural objects and specimens)
- Media Arts** - Photography, film, video, print, audio and/or graphics.



## **2. Statement Of Policy**

## 2.1 Policy Objectives

The objectives of the *Cultural Policy for the Corporation of the City of Sault Ste. Marie* are:

- 2.1.1 To encourage, promote, maintain and further develop cultural expression in Sault Ste. Marie, at both the amateur and professional level and through all ages;
- 2.1.2 To encourage the appreciation and enjoyment of culture;
- 2.1.3 To provide and maintain appropriate conditions in which culture can thrive and prosper;
- 2.1.4 To acknowledge the importance of the cultural industry in the development of civic pride and a municipal sense of identity and its economic impact on the whole community.
- 2.1.5 To provide arms-length funding of cultural activities;
- 2.1.6 To encourage the preservation of historic buildings and their rehabilitation for cultural uses;

### **3. Policy Implementation**

### **3.1 To Encourage And Promote The Development Of Cultural Expression In Sault Ste. Marie At All Levels**

- 3.1.1 Maintain a Cultural Vitality Committee (CVC) for the Corporation of the City of Sault Ste. Marie as a Board of Council, whose primary purpose is to advise on all matters concerning the cultural life of the community and the implementation of the *Cultural Policy for the Corporation of the City of Sault Ste. Marie.*
- 3.1.2 Maintain a position in the Recreation and Culture Division, Community Services Department to work with the Cultural Vitality Committee (CVC) and the cultural community.
- 3.1.3 Provide Municipal support of cultural activities to an extent consistent with Municipal support in other areas such as recreational activities/resources. Examples include *The Arts & Culture Assistance Program (ACAP)* and *The Provincial/National/International Cultural Competition Policy*.
- 3.1.4 To encourage access to the arts in public spaces by showcasing local works in the lobby and public corridors of the Civic Centre and other civic buildings as appropriate, and to provide advice to City Council with respect to the appropriateness of form and placement of proposed local works of art on City property or within municipal buildings.
- 3.1.5 Provide administrative support to the Cultural Vitality Committee (CVC).
- 3.1.6 Encourage cultural activity in community events;
- 3.1.7 Encourage the community to preserve art and artifacts that represent the community's culture and history and to donate/loan them to the appropriate cultural institutions.

### **3.2 To Encourage The Appreciation And Enjoyment Of Culture**

- 3.2.1 Recognize, promote and advocate for the unique status of community cultural groups, as defined in the *Cultural Policy for the Corporation of the City of Sault Ste. Marie,* and their mandate to expand cultural interests generally and speak for their members in particular;

- 3.2.2 Support the community with the design and implementation of their programs in all cultural areas designated in the policy, through the provision of information, guidance and advice.
- 3.2.3 Assist in establishing a forum within the first year of each new council's term to provide feedback on the status of implementation and effectiveness of the *Cultural Policy for the Corporation of the City of Sault Ste. Marie* (see item 4.4).
- 3.2.4. Create a forum at least every four years which will encourage and support the exchange of information related to the activities of local individuals/groups covered by the policy.
- 3.2.5 Ensure that whenever possible, municipal gifts to dignitaries are locally-produced cultural items through a call for submissions from artists and juried process as outlined by each new council.
- 3.2.6 Encourage the development of formal and informal presentations of artists and their work.

### **3.3 To Provide Appropriate Conditions In Which Culture Can Thrive And Prosper**

- 3.3.1 The dedication of up to 1% of the total construction and/or renovation costs of public facilities, including where appropriate, major municipal infrastructure projects towards the commissioning and installation of art or other cultural activities where, as an integral part of the building or site, it is appropriate. Otherwise, allocated funds shall either be directed towards similar use in alternative facilities or to the *City of Sault Ste. Marie Cultural Endowment Trust Fund*.
- 3.3.2 To provide appropriate conditions in which culture can thrive and prosper.
- 3.3.3 Assist in the preparation of a comprehensive data base of cultural resources within the community (e.g. physical plant, human resources) for inclusion in Municipal databases to include, where appropriate, cross referencing to e-mail and web site addresses.
- 3.3.4 Require that the circulation of development proposals where rezoning or development requests may impact cultural facilities be circulated to the Cultural Vitality Committee (CVC) and that the Cultural Vitality Committee (CVC) be given an opportunity to comment on all such applications to City Council.

3.3.5 Work with agencies such as the Economic Development Corporation, Tourism Sault Ste. Marie, Downtown Association, Chamber of Commerce, and other relevant organizations, to promote Sault Ste. Marie as a good place to live and visit, in part, because of our cultural activities and attractions.

3.3.6 To develop and maintain a Municipal Cultural Plan that encourages and facilitates integrating culture, as defined in this Policy, into and other departments' planning and development strategies.

### **3.4 To Acknowledge The Importance Of The Cultural Industry In The Development Of Civic Pride And A Municipal Sense Of Identity And Its Economic Impact On The City**

3.4.1 Present annual award(s) under the, *The Cultural Vitality Committee (CVC) Community Recognition Award Program*, to individuals, groups or organizations who contribute significantly to the cultural life of the community;

3.4.2 Recognize the economic impact of culture on the City of Sault Ste. Marie and encourage local businesses and corporations to support culture in any way possible (e.g. gifts in kind, support for advertising as well as financial support and contributions).

### **3.5 To Provide Arms-Length Funding Of Culture**

3.5.1 Maintain and expand existing annual budgets to facilities and organizations in the cultural area and determine, from time to time, additional activities which, by virtue of their long-term support through the *Arts & Culture Assistance Program (ACAP)*, should receive support via annual budgets in order to allow the Cultural Vitality Committee (CVC) to consider new programs and services for recommendation to, and consideration by City Council (Appendix 1 – Grants to Cultural Organizations 1982 – 2012).

3.5.2 The Cultural Vitality Committee (CVC) to screen all applications for civic grants for cultural endeavors, under the *Arts & Culture Assistance Program (ACAP)* and *The Provincial/National/International Cultural Competition Policy* and to recommend to City Council the awarding of such grants within the Municipality's Designated Budget;

- 3.5.3 Maintain and expand the separate cultural budget which funds the *Arts & Culture Assistance Program (ACAP)*, independent of those organizations with secured funding;
- 3.5.4 Develop and promote uniform criteria to ensure that new and existing cultural groups or individuals have equal opportunity to apply for financial assistance.
- 3.5.5 Through the *City of Sault Ste. Marie Cultural Endowment Trust Fund*, safeguard and direct to purposes consistent with the *Cultural Policy for the Corporation of the City of Sault Ste. Marie*, such funds as may be derived from implementation of criteria established in item 3.3i) and from other sources which may, from time-to-time, become available (eg. gifts, bequests, special grants). The link to the Fund shall be maintained on the City's website.
- 3.5.6 Maintain information about and means for applying for funds described in 3.3.2 on the website of the City of Sault Ste. Marie.

### **3.6 To Encourage The Development Of Historic Buildings As Alternate Cultural Facilities**

- 3.6.1 Request Sault Ste. Marie Municipal Heritage Committee (MHC) to review alternative uses for buildings worthy of designation or already designated but which may come available in the future;
- 3.6.2 Encourage and entertain proposals from the community for use of historical buildings or other appropriate sites;
- 3.6.3 When appropriate, lease municipal historic buildings to interested entrepreneurs and cultural organizations with the stipulation that they be maintained to a specified standard.
- 3.6.4 Encourage the conservation and preservation of historic sites and buildings.

## **4. Cultural Vitality Committee**



#### **4.1 Purpose**

The Cultural Vitality Committee is a committee of City Council that works within the Cultural Policy for the City of Sault Ste. Marie to ensure equitable access to all individuals, groups and organizations to enjoy opportunities for the preservation, development and appreciation of cultural expression with the committed support of the City of Sault Ste. Marie.

The Committee's role is to oversee and implement the City of Sault Ste. Marie Cultural Policy and the Community Cultural Plan and provide advice to City Council on issues, policies and strategies related to cultural enterprises and activities in the city. The Cultural Vitality Committee oversees cultural support programs, participates in city planning and development processes and undertakes special initiatives approved by Council and perform the duties as described in the Cultural Vitality Committee Terms of Reference.

#### **4.2 Membership**

The members of the Cultural Vitality Committee (CVC) are appointed every two (2) years and they include:

- a) Mayor - Ex-officio
- b) One (1) City Councilor
- c) One (1) member of Mayors Youth Advisory Council
- d) Minimum of six (6) members of the community based on their knowledge, interest and involvement in culture as defined in the Cultural Policy of the City of Sault Ste. Marie.

#### **4.3 Officers**

Each year the Board will elect from its members a Chair and Vice Chair.

#### **4.4 Cultural Policy**

Implement and review the Cultural Policy for the Corporation of the City of Sault Ste. Marie within the first year of each new Council. A public forum shall be held with an open invitation to all arts and culture organizations and interested individuals to provide input into an updated cultural policy. Cultural Vitality Committee (CVC) will review all input and revise the policy by majority consensus. The revised policy will be sent to City Council for their approval.

#### **4.5 Cultural Grants**

Implement the Arts & Culture Assistance Program (ACAP) on behalf of City Council and make recommendations on those organizations that should be supported through the program funds as designated in the City's budget.

## **4.6 Cultural Plan**

Advocate for the development of a Municipal Cultural Plan led by the Planning Department in collaboration with other individuals, organizations and government agencies and the community ensuring a holistic, cross-sectoral consultative approach is the process undertaken.

## **4.7 Excellence**

- 4.7.1 Advise on matters concerning the cultural and artistic life of the City, including detailed multi-year plans;
- 4.7.2 Encourage, recognize and reward initiative and excellence at all levels of local arts and heritage activities;
- 4.7.3 Encourage the provision of barrier free sites and facilities appropriate to the creation, production and presentation of culture;
- 4.7.4 Encourage the promotion of cultural services and programs in the community.

## **4.8 Grant And Award Applications Regarding Arts & Culture Assistance Program, The Provincial/National/International Cultural Competition Policy The City Of Sault Ste. Marie Cultural Endowment Trust Fund, And The Community Recognition Award**

- 4.8.1 Review and update application process for cultural grant and award applications;
- 4.8.2 Promote uniform criteria to ensure that new and existing cultural groups and individuals have equal opportunity to apply for financial assistance;
- 4.8.3 Screen and coordinate all municipal cultural grant and award applications with the support of staff from the Recreation and Culture Division, Community Services Department.
- 4.8.4 Make recommendations to City Council regarding the cultural grants and awards.

## **4.9 Community Consultation**

4.9.1 Establish a forum at least every four (4) years to provide feedback on the status of implementation and effectiveness of the *Cultural Policy for the Corporation of the City of Sault Ste. Marie*;

4.9.2 Periodically create a forum which will encourage and support the exchange of information related to the activities of local individuals/groups covered by the policy. e.g., a 'State of the Arts' to engage City councilors, municipal staff, the culture sector and the broader community of Sault Ste. Marie.

## **4.10 Community Links**

4.10.1 Work in cooperation and in consultation with the City and the arts and culture organizations.

4.10.2 Develop links with a broad base and inclusive spectrum of sectors, including business, education, and social services.

**5. City Of Sault Ste. Marie Cultural  
Endowment Trust Fund**

## **5.1 Purpose**

The *City of Sault Ste. Marie Cultural Endowment Trust Fund* is to be used towards the commissioning and installation of works of art or other cultural activities *for the enhancement of such capital projects as outlined in Section 3.3.1 of the Cultural Policy of the City of Sault Ste. Marie.*

## **5.2 Decisions**

All decisions with regard to the Sault Ste. Marie Cultural Endowment Trust Fund will be made by the current members of the Cultural Vitality Committee (CVC).

## **5.3 Developers**

Ensure that developers are advised of the requirements of the Cultural Policy for the City of Sault Ste. Marie as part of the development application process.

## **5.4 Municipal Staff**

Ensure that appropriate municipal staff are aware of the requirements of the Cultural Policy for the Corporation of the City of Sault Ste. Marie.

## **5.5 Awareness**

5.5.1. The City of Sault Ste. Marie shall encourage non-municipal new builds to support culture and the arts by promoting donations to the Endowment Fund. Such promotion may include notice through the Building Permits office of the City of the advantages of the Fund and the opportunity to contribute as part of the development's commitment to civic beautification and pride.

5.5.2 Encourage donations to the Fund from other potential sources, (e.g. bequests) by including The Fund as a separate listing on the City's Recreation and Culture web page and elsewhere where appropriate.

## **5.6 Reporting**

An annual report on the Cultural Endowment Trust Fund will be provided to the Cultural Vitality Committee (CVC).



